

# **The importance of the infrastructures in the Italy South: the case of the Naples port**

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## **Introduction**

In the context of the European Union and the South basin of the Mediterranean one, the presence of new territorial realities, facing the problem of the local infrastructures endowment which one of the principal southern Italia backwardness factors represents makes necessary.

To national level and European, the infrastructures represent one of the principal cheap throwing back factors, especially in those areas where they are deficient or very old and the service supplied through the infrastructures does not have the good quality qualifications at present requested by the users. In a context as that of the noon of Italy, understanding what infrastructures are priority to support the strategic vision and the vocation appears fundamental of territorial development.

The Paper has as aim the one to analyse the case which is had realized in the Port of Naples. The current situation will be examined analysing the requalification modalities realized to obtain infrastructures, structures and services of transport which present characteristics like those of the Port of Naples. When one talks about like characteristics one intends to refer to common elements for location, typologies and aim of interventions, to those of the analysed port.

## **1. Analysis of the current situation**

In the last few years the maritime transport has been characterized by structural changes.

Conforming the infrastructures and the management to the new market requirements has modified the necessary role putting you giving back.

Defining is necessary what infrastructures are priority to support the territorial development vocation, in the world of the maximisation of the efficiency of the available resources, in order to allow the elaboration of adequate strategic choices for the southern Italy development and theirs accessibilities.

Musting define a priority in the interventions, favouring the consistency of the choices with the regional and local vocation is necessary.

In the reform law to give you a few placed ties they create some difficulties in order to improve the activities of to management of the traffic and realize suitable welcome services, in terms of capacity and good quality. The port and his location feel the effect of the advantage concerning the short distances from other transport infrastructures. Besides the shortest routes allow remarkable savings in terms of times of journey. However the ports can feel the effect of the negative effects which come from the accessibility.

The links between the ports and the railway station, the airport and the road, are conditioned by the flows of traffic which can be complementary or competitive.

If the access infrastructures are congested by traffic typologies different from the principal traffic, they create a narrow neck the development of the object sector will prevent of intervention.

In the context of a requalification of the ports areas aiming to the increase of the traffic, the analysis of the mobility flow to develop is condition essential to promote the quality of the transport service to be carried out.

An example can be done relative to the passengers transport of the port of Naples.

The interaction assumes particular relief with the structures of the airport of Capodichino, and with the public transport on road, developed by the urban ANM transport company: (Neapolitan mobility

company). For the ports which Turn Around activities make, offering supplemented Check services is very important in with the near airports.

The possibility of offering supplemented services is present in putting you of Barcelona, Genova and Venice (which boast a consolidated Port home activity) and the Civitavecchia ports.

To pursue the purpose to strengthen the offer of the services destined to the Port Home traffic, developing interventions of requalification and adjustment of the infrastructures of the maritime calls is necessary.

For Barcelona, Venice and Genova ports, the aim has been that to realize structures suitable to provide efficient services for the ships and the passengers in arrival and departure.

The strategic plan 1998-2010 of the port of Barcelona logistic Hub of the Mediterranean one fixes as principal aim, which will have to be executed within the end of the decade, the one to make the port the first.

To reach this aim, the adjustment of the railway transport and the transport intends to improve the quality of the services of, the telecom ones on road, and improve the accessibility to the port. Besides this plan, the plan of the Infrastructures and middle Environment Of The Delta Of The Llobregat (the delta plan), which is a plan of supplemented development of the port and other infrastructures of the town of Barcelona is added.

The delta plan foresees a deviation of the entrance of the Llobregat river, which will be moved of two kilometers toward South, allowing a widening of the port which his current surface will double. This softly it allows to increase the airport, improve the road net, guarantee the railway connection with the net of the trains to high speed which will come in also inside the port.

The investments made instead in the Genova port, have allowed to dispose of structures able to to receive and manage 12.000 passengers a day.

The principal interventions realized in the port of Venice, they have regarded the reorganization of the Terminal passengers in order to give back the structures of the Polifunctional centers, so as to put beside the transport turist kind passengers the most traditional vocations of the port.

In everybody and three the cases the works have been directed towards the realization of structures suitable to supply efficient services to the ships.

Procedures have been introduced for the management of the passing flows and goods, and the closeness of the airport has allowed the realization of supplemented procedures of Check – in.

The requalification putting you mentioned he has contributed to the integration of port areas with the urban fabric.

The situation is different for the ports of Leghorn and Civitavecchia; in fact, if from a side both the towns are in a geographic position which a potential strength point constitutes, from other side none of the two towns is on one current of desirable passengers traffic.

The principal role of the two harbours is not the turist one but it is harbours specialized in the goods transport.

This specialization creates a high added value and an increase in productivity for the local enterprises positioned well in the influence zone to put you.

Under the point of view of the cruise market, both the ports are characterized by a transit traffic deriving from the existence in the hinterland of turist goals noticing what the hinterland with Florence, Pisa and Rome.

If one considers that the port of Naples prevalently constitutes a transit point along the routes of the Mediterranean basin, it is also true that for the characteristics of the area of the port, for the position as regards the town, for the turist attraction Naples and the islands of the gulf represent, and for the presence of adequate infrastructures, the port of Naples can actually breath in to the development of its Port home vocation.

Relative to the geographic position, also Naples is in a privileged position in how much passage point for all the routes of the Mediterranean Occidental and, as Venice, the world constitutes a recall for the tourists everything.

## 2. The demand and the offered of services concerning the passengers traffic in the reference context.

The maritime Naples station is at present managed by the port authority and the Terminal Naples company.

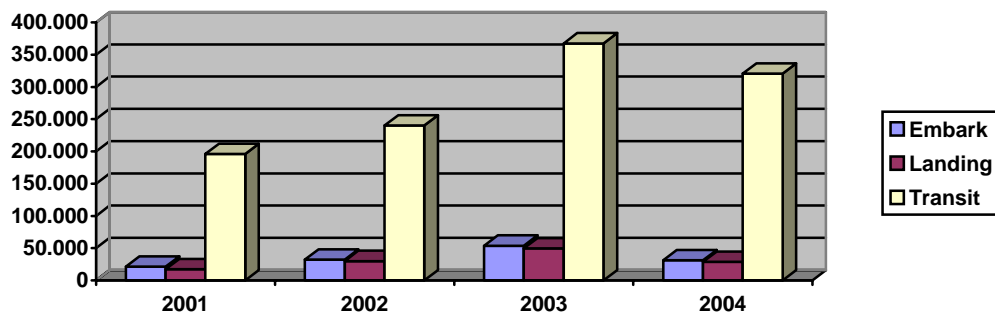
Under the point of view of the service to the ships the terminal operator (concessionary) is in condition to offer, directly or for means of third, all the services which the ship makes request for. The offer of services to the passengers constitutes the critical point in the context of the management of the Naples Terminal.

The maritime station does not offer services able for the satisfaction of passengers ships.

In the course of the last four years, the passing flows in transit in the structure of the maritime station have had a constant increase registered.

The following situation is registered:

*Graphic n. 1: Passing flows of the harbour of Naples (2001 – 2004)*



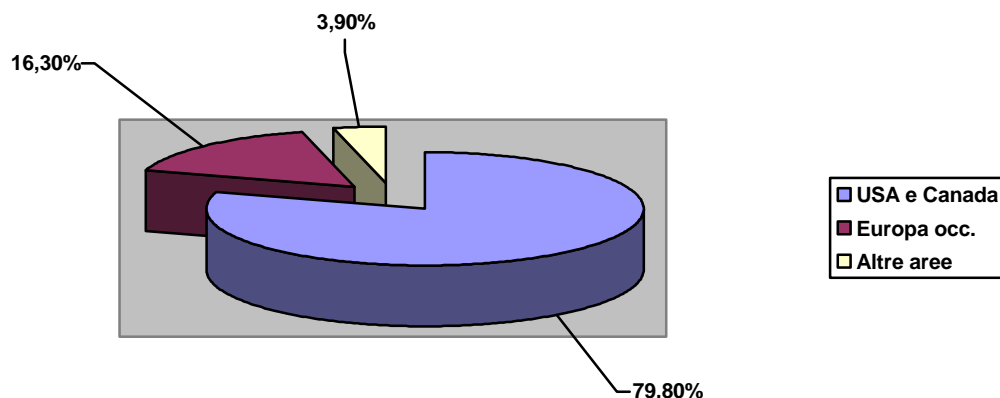
The passengers flow is constantly grown then to reduce it in the last year.

In order to understand the evolution of the cruises in the Mediterranean one and market his relation with the changes of the traffic in the port of Naples, verifying the question and offer trend in the market of the Mediterranean one in the course of the last few years is necessary.

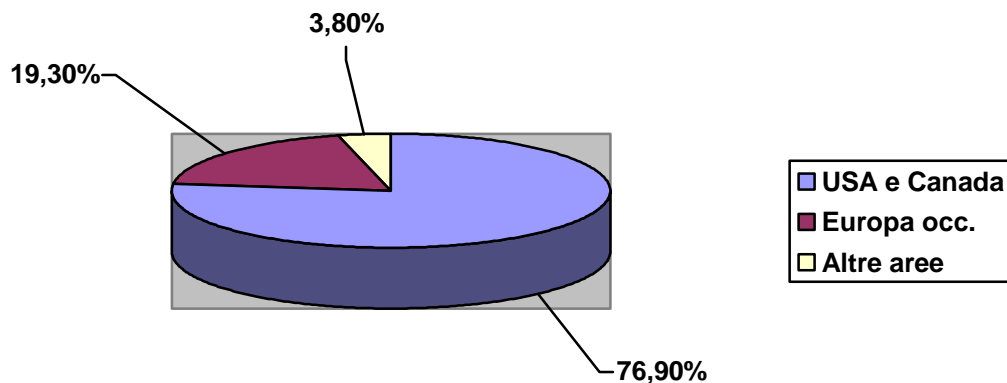
And necessary, later, compare the data with the principal competition, market of the Caraibi that. The cruise market, in the course of the last ten years, has seen the western question coming from Europe increase from 16% to 19% by worldwide question.

Against such increase the question from the America North is decreased from 79.8% to 76,9%, as one sees from the following designers.

*Graph. n. 2.: worldwide request of cruises year 1995*

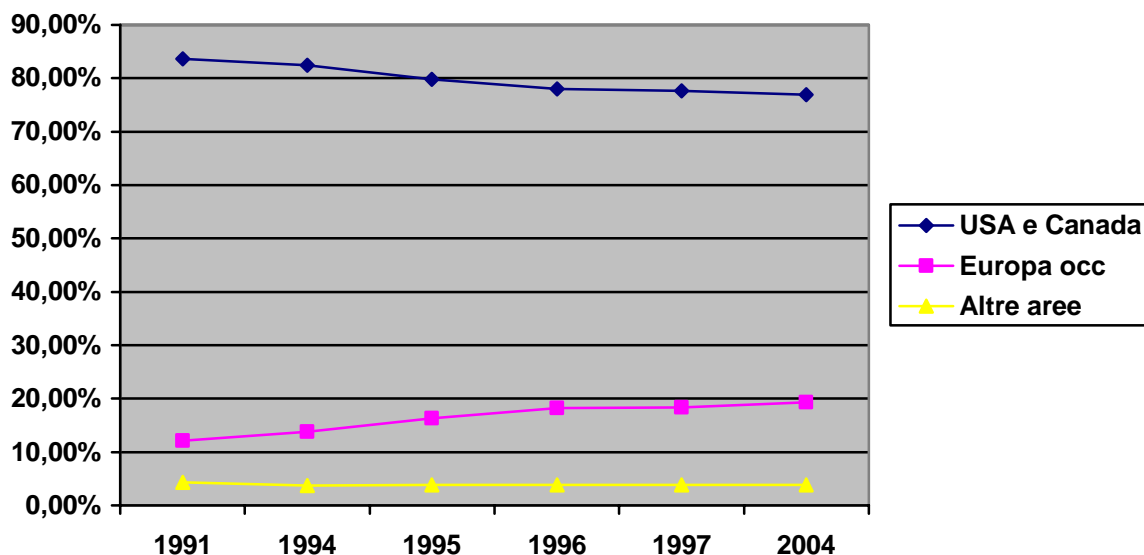


**Graph. n. 3.: worldwide request of cruises year 2004**



The phenomenon appears clearer in the following designer who highlights the progressive reduction of the question coming from North America and the increase of the question of the European.

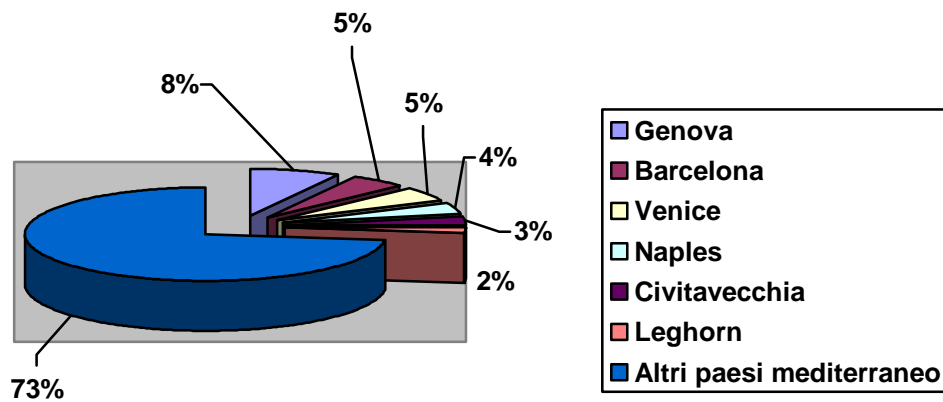
**Graph. n. 4.: trend of the request of cruises for macro areas.**



Analysing the traffic registered in putting you of Barcelona, Genova, Venice, Naples, Civitavecchia and Leghorn is necessary in the world of the evolution in course in the cruise market.

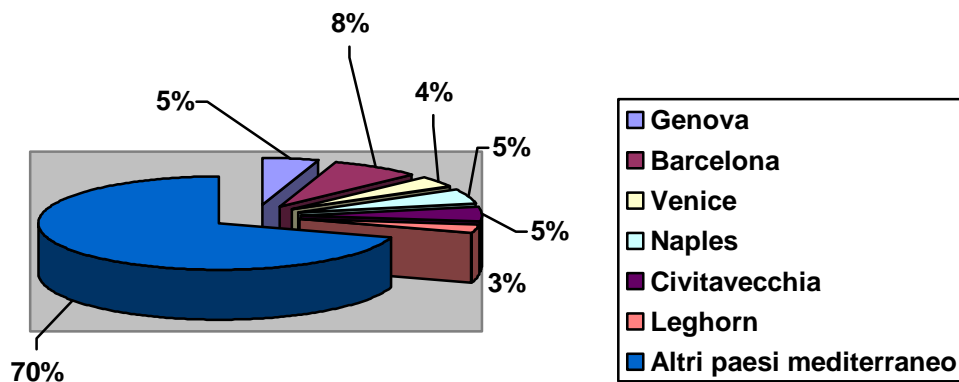
From the examined statistical data he emerges as much as highlighted by the following designers.

**Graph. 5: passengers traffic Home + Transit year 1996**



In the year 2004 the situation is changed; Barcelona (8%) has become the first for cruises and they have raised the shares of Civitavecchia and Naples (5%), while Venice feels the effect of the crisis of 1999 determined by the events of the ex Yugoslavia.

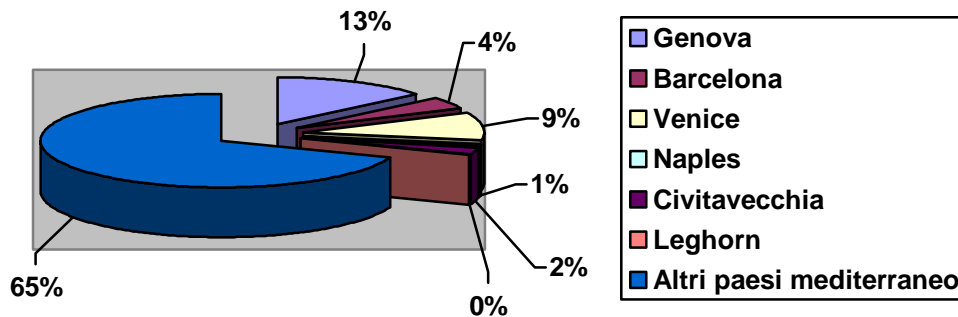
**Graph. n. 6: passengers traffic Home + Transit year 2004**



Between the Italian ports, that of Civitavecchia grows in greater measure as regards other while Genova has a regression registered.

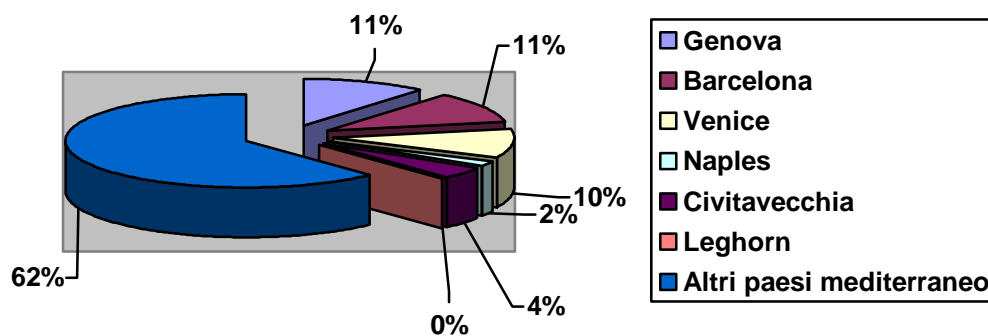
For the passengers traffic which comes from the Port home activity is as clear as in 1996 Genova has a pre-eminence position with 13% of the whole traffic del Mediterranean.

**Graph. n. 7: passengers traffic Home year 1996**



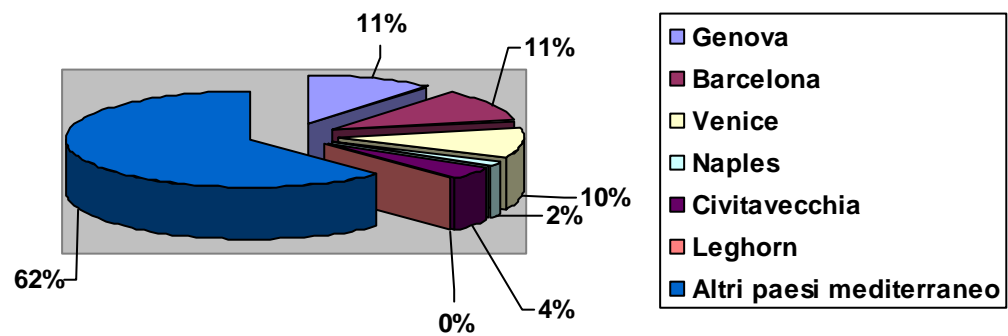
In 2004 an expansion of the port of Barcelona and of other ports is noticed, even if in more moderate measure, and the retrenchment of the port of Genova.

**Graph. n. 8: passengers traffic Home year 2004**



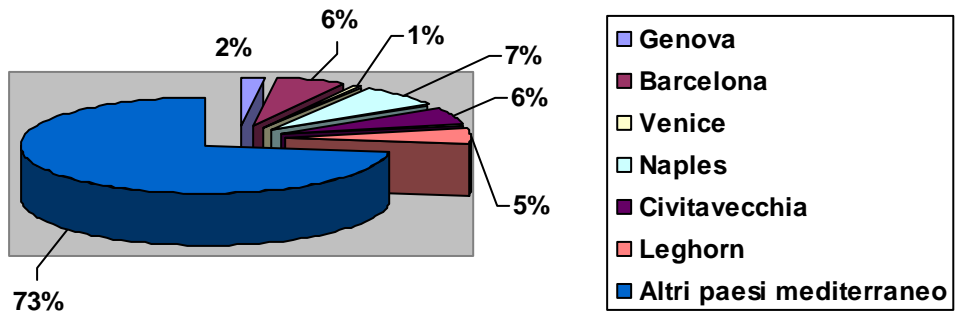
In the world of the passengers traffic in transit, Barcelona is the port which in the 1996 supports the greater traffic volumes followed by the harbour of Naples.

**Graph. n. 9: passengers traffic – transit – year 1996**



The situation does not appear different in the year 2004.  
From statistics the increase of the incidence of the harbour of Naples emerges and loss of volumes minimizes it of Barcelona and Genova.  
The most important increase is that of the port of Civitavecchia which passes from 4 to 6%.

**Graph. n. 10: passengers traffic – transit – year 2004**



The Barcelona port presents a strong growth in the time, to difference of as it happens for the other ports.

in conclusion, the constant trend of the growth of the Civitavecchia port emerges, in the movement of the passengers in transit, and the high volume reached by the port of Naples in the same traffic typology.

in the Port home traffic instead, he constantly raises the activity of the harbour in Barcelona while the traffic appears subject to wide changes of Genova.

A strong fall of the traffic is clear in the world of the traffic of Tourn Around of the Venezia port.

### **3. The requalification of the ports: the case of the port of Naples.**

The growing importance that has assumed the Naples port in the world of the Mediterranean one, it justifies the demand to arrange for a plan of requalification of the port area in object.

the development model for the area of the port has been identified through an articulate process in several phases:

- the identifying of the critical factors for the affirmation of the development of the activities connected to the principal noticeable traffic typologies in the area;
- analysis of the principal ties concerning the requalification process;
- analysis of the principal hypotheses concerning the interventions to realize in relation to the development model;
- juridical tool more identifying suitable;
- planning of the macro requalification activities.

The strategic development model has as objective the requalification of the monumental area through the throwing back of the sector activities through the Home+Transit formula.

The aim is to make flexible the offer of services to the passengers.

The creation of areas dedicated to the services not tight sailors ( hotels, restaurants, I trade ), the aim to obtain high cheap entrances as regards the maritime activities has.

In order to realize the necessary requalification interventions, she has developed an analysis to identify the most suitable financial tool.

after analysing the possibility of constituting a company to reach the aim of the requalification of the area of Naples, different procedures were analysed and in particular:

- the company's of capitals constitution entirely publishes;
- the mixed company's to minority public capital constitution;
- the mixed company's to majority public capital constitution.

The choice of the best corporate form has been dictated by the limits placed by the current provisions and the cheap and financial appearances which characterize every initiative.

The Private Public Partnership several spread to finance public projects always constitutes a method.

Such tool answers the requirement to have financial resources without weighing on the public budget and the necessity of activating the projects in short times.

The constitution of a Partnership between public and private sector, it must find justification in the importance of the remunerative service to supply, in the cheap importance of the resources to use, in the necessity which the service is for the partners whose participation would be not justified in lack of this qualification.

Seen what a kind initiative public -- private involves the existence of various interests guaranteeing criterions able to protect the public interest, always employer, is necessary and simultaneously that the attainment of the private interest is guaranteed, in absence the operation there would not be of.



The law no. 84 of 1994, you forbid the port authority the participation at company with object "harbour works and activities connected to the same".

The same law allows the port authority to take part in company that accessory activities also in order to the promotion and to the development of the "Intermodality, of logistics and the transport nets" exercise.

That has induced the compound public harbour authority to constitute a company of capitals with the area entirely for the 84% of the itself capital dock authorities and for 16% of the area Campania.

The NAUSICAA Spa company has the purpose to promote, developing and exercising, in regime of concession, trust or with other legitimate title, general interest initiatives in the harbour of Naples and that beyond the institutional tasks of the port authority.

The company has for object:

- the promotion and the development of the intermodality, logistics and the nets of transport, the forecast of works of increase in value, reconversion and reorganization of goods of the Demanio;
- the promotion, management and realization in the harbour of refreshment activities, commercial nature activities, activities of management of the areas destined to the port, of a congress and sporting activity.

The NAUSICAA Spa company's constitution, to capital entirely I publish, an example of management of the accessories services represents and instrumental, as regards the traditional kind services, directed towards the improvement of the efficiency and the harbour competitiveness.

## Conclusion

The recent documents of the commission place the port sector to the center of the European policy of the transports.

The birth of new port realities competing in the Italia South, facing the problem of the endowment of local infrastructures which one of the principal backwardness factors represents of the southern areas makes necessary. So understanding what infrastructures is fundamental they are priority to support the strategic vision and the vocation of territorial development.

To such purpose, the study of Italian and foreign ports, which present characteristics for location, typology and aim of the interventions, equals to the demands of development of the port of Naples, has highlighted the raising role of centrality of the port, justifying the interventions of requalification of the areas near the port of Naples, in order to make him more competitive as Port and Transit Port home.

The study putting you of Barcelona, Genova and Venice, traditionally characterized by a home traffic Port, has pointed out that, besides the geographic location, the ports are well known goals for their artistic property and represent a recall for the tourists of all the world.

Different the situation putting you of Leghorn and Civitavecchia is, whose towns are in a geographic position a strength point represents but they aren't an attraction point.

To such purpose, the role of the port of Naples becomes of more importance, for the geographic position, and for the tourist, thanks to the interest which Naples and the islands of the gulf cause.

The NAUSICAA SPA company has allowed to realize requalification works, differently not admitted by the law of reform no. 84 of 1994.

The separation among infrastructures of transport and management, he will allow in the future, probably, the company realization to mixed capital.

The case of Naples represents an example, but the realization of company mixed capital it allows to acquire expertise and managerial knowledge which involve an improvement of the efficiency.

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